[(a)] receiving a broadcast or cablecast information transmission comprising one or more units of programming and one or more control signals;

[(b)] selecting said received one or more units of programming from the information transmission and transferring each of said selected one or more units of programming to one or more of:

    (1) said computer for processing; and

    (2) a first of said output devices for delivery to a user;

[(c)] detecting said one or more control signals in said broadcast or cablecast information transmission and passing said detected one or more control signals to said computer; and

[(d)] controlling said computer based on said one or more control signals, said step of controlling comprising:

    (1) generating a receiver specific value by processing information that is stored in said computer;

    (2) generating a receiver specific signal based on said receiver specific computer generated value; and

    (3) communicating a unit of programming to said output device based on said generated receiver specific signal; and

[(e)] delivering said receiver specific program at said one or more output devices, said receiver specific program including a simultaneous or sequential presentation of two or more of units of programming, said two or more units of programming including said communicated unit of programming and at least one of said received and selected one or more units of programming.

4. The method of claim 3, further comprising the steps of:
communicating said generated receiver specific signal to a selective transmission device; and

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controlling said selective transmission device to select said received one or more units of programming.

5.   The method of claim 3, wherein said generated receiver specific signal is a programming signal, said method further comprising the step of placing one or more data for output at a memory location that outputs to said output device.

6.   (Twice Amended)   A method of delivering a receiver specific program at at least one of a plurality of receiver stations, each of said plurality of receiver stations having a computer and an output device, comprising the steps of:

[(1)]   receiving a first control signal at one or more origination transmitters;

[(2)]   receiving a second control signal at said one or more origination transmitters, said second control signal operative to communicate said first control signal to an intermediate transmitter; and

[(3)]   transmitting said first control signal to said at least one of said plurality of receiver stations, said first control signal effective at said at least one of a plurality of receiver stations to control said computer to [generate] compute a receiver specific value by processing information stored in said computer, [generate] compute a receiver specific signal based on said receiver specific value, and communicate a unit of programming to said output device based on said receiver specific signal.

7.   (Twice Amended)   A method of delivering a receiver specific program at at least one of a plurality of receiver stations, each of said plurality of receiver stations having a computer and an output device, comprising the steps of:

[(1)]   receiving and storing a control signal at a transmitter station; and

[(2)]   causing said control signal to be communicated to a transmitter at a specific time, thereby to transmit said control signal, said control signal effective at said

at least one of a plurality of receiver stations to control said computer to [generate] compute a receiver specific value by processing information stored in said computer, [generate] compute a receiver specific signal based on said receiver specific value, and communicate a unit of programming to said output device based on said receiver specific signal.

8. The method of claim 3, wherein said receiver specific program is a computer program, said received one or more units of programming comprise some of a software module, and said one or more control signals operate to generate at least some of the balance of said software module, said method further comprising the step of incorporating said generated receiver specific value into code.

9. The method of claim 3, wherein said received one or more units of programming comprise some of at least one complete image and said communicated unit of programming includes the balance of said at least one complete image, said method further comprising the steps of:

synchronizing the delivery at or communication from said output device of said delivered two or more units of programming based on information contained in said one or more control signals; and

producing said balance of said at least one complete image at a specific image location.

10. The method of claim 3, further having one step from the group consisting of:

assembling at least some portion of said one or more control signals;

compiling code to be communicated in said generated receiver specific signal;

linking a unit of programming to be communicated to one of said computer and said output device; and

processing machine language code containing said generated receiver specific value.

11.   The method of claim 3, further including the step of storing at least one of said received one or more units of programming for subsequent selection and communication to said output device.

12.   (Amended)   The method of claim 3, wherein said output device is a memory, said method further including the step of:

communicating said receiver specific value from said memory to one of the group consisting of:

(1)   a video monitor;

(2)   a speaker;

(3)   a printer;

(4)   a processor;

(5)   a signal generator; and

(6)   a transmitter.

13.   (Amended)   The method of claim 3, wherein said information that is stored in said computer in inputted by said user in response to said receiver specific program, said method further comprising the step of:

transferring at least some of said received and selected one or more units of programming to said output device before generating said receiver specific value.

14.   The method of claim 3, further comprising the steps of:

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generating said receiver specific value based on a schedule; and

selecting at least a portion of said received broadcast or cablecast information

transmission in response to said generated receiver specific signal.

15. (Amended) The method of claim 3, wherein said received information

transmission contains a code portion, at least some of said one or more units of

programming and said one or more control signals is contained in said code portion,

and said receiver station has a portion receiver, said method further comprising the step

of:

controlling said portion receiver to be capable of receiving and transferring

expanded or contracted code portion information transmissions.

16. The method of claim 3, further comprising the step of clearing a specific

memory location in response to said one or more control signals.

17. The method of claim 3 wherein the step of generating said receiver

specific value by processing information that is stored in said computer is achieved by

executing a computer program stored in the memory of said computer to process said

stored information, and said method includes one step from the group consisting of:

loading said computer program into the memory of said computer in response to

said one or more control signals;

detecting said computer program in said information transmission; and

fetching a software module from a memory peripheral in response to said one or

more control signals.

18. The method of claim 3 wherein the processing, generating, and/or

outputting of said computer is controlled by a programmable controller in response to

control signals detected in the broadcast or cablecast information transmission, said method having one step from the group consisting of:

interrupting said controller to cause said computer to communicate said communicated unit of programming at a specific time;

instructing said controller to cause said computer to communicate a specific receiver specific datum to said output device;

programming said controller to interrupt a specific one of a plurality of processor and/or controller devices; and

detecting a interrupt signal in the information transmission and controlling said controller to communicate said detected interrupt signal to a processor or controller.

19.   The method of claim 18, further comprising the steps of detecting a control program in the information transmission and causing said controller to control one or more receiver station devices in accordance with said control program.

20.   The method of claim 3, further comprising the steps of:

identifying at least a first of said one or more control signals;

storing information confirming a passing of said identified first control signal;

effecting a comparison between said stored information and an identifier so as to generate a control signal; and

controlling said receiver station in accordance with said control signal.

21.   (Amended)   The method of claim 6, wherein [a] said computer is operatively connected to said intermediate transmitter for generating some portion of one of a computer program and a data module in response to an instruct signal, said method further comprising the steps of receiving said instruct signal at said origination transmitters and transmitting said instruct signal to said computer.

22. (Amended) The method of claim 6, wherein said receiver specific program includes a simultaneous or sequential presentation of two or more of units of programming, said method further comprising the steps of:

receiving said at least one of said two or more units of programming and communicating said at least one of said two or more units of programming to said one of said one or more origination transmitters and said intermediate transmitter.

23. The method of claim 3, wherein said receiver specific value is a financial value.

24. The method of claim 23, further comprising the steps of:

processing financial data stored at said receiver station; and

identifying programming to be selected based on said step of processing financial data.

25. (Amended) A method for controlling the transmission of a control signal from an intermediate transmitter station to a receiver station, said intermediate transmitter station having a computer, one or more receivers and one or more transmitters, comprising the steps of:

[(a)] receiving, at one or more of said receivers of said intermediate transmitter station, one or more first control signals, each of said first control signals received from outside of said intermediate transmitter station;

[(b)] receiving, at one or more of said receivers of said intermediate transmitter station, one or more second control signals, each of said second control signals received from outside of said intermediate transmitter station and operable to cause said computer in said intermediate transmitter station to select a specific first control signal

and to communicate said selected first control signal to at least one of said transmitters of said intermediate transmitter station; and

[(c)]   transmitting, from said one or more transmitters of said intermediate transmitter station to said receiver station, said selected first control signal, said selected first control signal operable at said receiver station to control a second computer to generate a receiver specific value by processing information stored in said second computer, generate a receiver specific signal based on said receiver specific value, and communicate a unit of programming to an output device based on said receiver specific signal.

26.   The method of claim 25, wherein each of said one or more first control signals is received at said intermediate transmitter station before each of said one or more second control signals is received.

27.   The method of claim 25, wherein at least one of said one or more first control signals is received at said intermediate transmitter station after one or more of said second control signals is received.

28.   The method of claim 25, further comprising the step of storing said selected first control signal at one or more storage devices contained within said intermediate transmitter station.

29.   The method of claim 28, wherein the time of said transmitting step is performed according to information contained within said one or more second control signals.

30. (Amended) A method for controlling the transmission of a control signal from an intermediate transmitter station to a receiver station, said intermediate transmitter station having a computer, one or more storage devices, one or more receivers and one or more transmitters, said method comprising the steps of:

[(a)] receiving, at one or more of said receivers of said intermediate transmitter station, one or more first control signals, each of said first control signals received from outside of said intermediate transmitter station;

[(b)] storing said one or more received first control signals in one or more of said storage devices;

[(c)] selecting one or more of said received first control signals to be communicated to one or more of said transmitters of said intermediate transmitter station; and

[(d)] transmitting, from said one or more transmitters of said intermediate transmitter station to said receiver station, one or more of said selected first control signals, each of said selected first control signals operable at said receiver station to control a second computer to generate a receiver specific value by processing information stored in said second computer, generate a receiver specific signal based on said receiver specific value, and communicate a unit of programming to an output device based on said receiver specific signal.

31. The method of claim 30, further comprising the step of receiving one or more second control signals, wherein said selecting step is performed by said computer based on information contained within said one or more second control signals.

32. The method of claim 31, wherein said transmitting step is performed based on information contained within said one or more second control signals.